

# PI:ELACHE

[www.pixelache.ac](http://www.pixelache.ac) | [andrew@pixelache.ac](mailto:andrew@pixelache.ac)

## **Ferment Lab Strasbourg**

From kitchens and glass jars towards art-science-heritage commons

Compiled by Andrew Gryf Paterson (17.11.2017)



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**Trans-disciplinary platform for emerging art, design, research & activism**  
in Helsinki (Finland) since 2002, active in international networks from 2003..

- The name '**Pikseliähky**' was originally found in a Finnish article that predicted new words which we would need in the future.
- **Pikseliähky (translated into English as 'Pixelache')** was supposed to describe the feeling that results from an **overdose or excess of digital media content**.
- This overdose can happen easily **if content is too monotonous** – which is the case if standards, formats, tools and design principles converge to a narrow set of options.
- Later interpretations (with English version of word) focused more on the '**ache**' of digital influence in everyday life, an '**ache**' **to re-engage with non-digital interfaces and systems**.
- Pixelache seeks **to challenge mainstream standards and conventions**, not only related to media and technology, but of contemporary society in general

## Dynamic tagline for site *pixelache*

Enter replacement for "Festival"

Festival, Raft, Space, Wasteland, Church, Sanctuary, Syndicate, System, Theatre, Stage, Library, Circus, Fleamarket, Clubhouse, Treehouse, Greenhouse, Gym, Escalator, Lift, Elevator, Machine, Gathering, Corner, Project, Home, Nest, Artefact, Archive, Bank, Capital, Fund, School, Mashup, Fragments, Remains, Ruins, Tired, Exhausted, Stream

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## Approaches

- Hacker-culture, "creative misuse of technology" (2002-)
- Grassroots, subcultural & network culture
- Open-source Culture (software, hardware, organisation), but also Bricolage & Pragmatism
- 'Do-It-Yourself' (D.I.Y.) towards 'Do-It-With-Others' (D.I.W.O.), participatory arts
- Emergent practices and aesthetics
- Trans- /Un- disciplinarity in practice
- Commons & Sustainability issues

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**Since 2008-2009 onwards, member interests in trans-disciplinary topics..**

- **Ecological** issues (art+science+ecology, bioarts, water), Nuclear politics, Waste/Trashlab
- **New+traditional cultural heritage** (e.g. fermentation, Res Agri. plant-knowledge & foraging)
- **Renewable energy** (solar, bio-)
- **Alternative Economics** (Voluntary cooperation or *Talkoot* in Finnish, Crowd-funding, Commons)
- **Finnish National Art Prize** in 2012 (first Finnish media art organisation as receivers)



*LIVING SPACES*  
**PI:ELACHE 2015**  
DECENTRALISED URBAN FESTIVAL  
*\* 23 - 27 SEPT \* HELSINKI \**

### **Pixelache Festival 2015: "Decentralised Urban Festival"**

"This years Festival, Living Spaces, concentrates on the urban environment of Helsinki and tries to use any potential city space, whether public, private or in-between, as a playground for the festival's manifestations of creative and participatory culture. Instead of being based in one static location, the festival employs cultural decentralisation as a methodology, spreading its activities across the centre and periphery of this dynamic, constantly evolving city. The increasingly diverse makeup of urban life seeds the festival activities, which build from Pixelache's past work on the emerging boundary of technology and art while also seeking new trans-disciplinary openings. Living Spaces aims to empower Helsinki's citizens to be active components of cultural decentralisation."

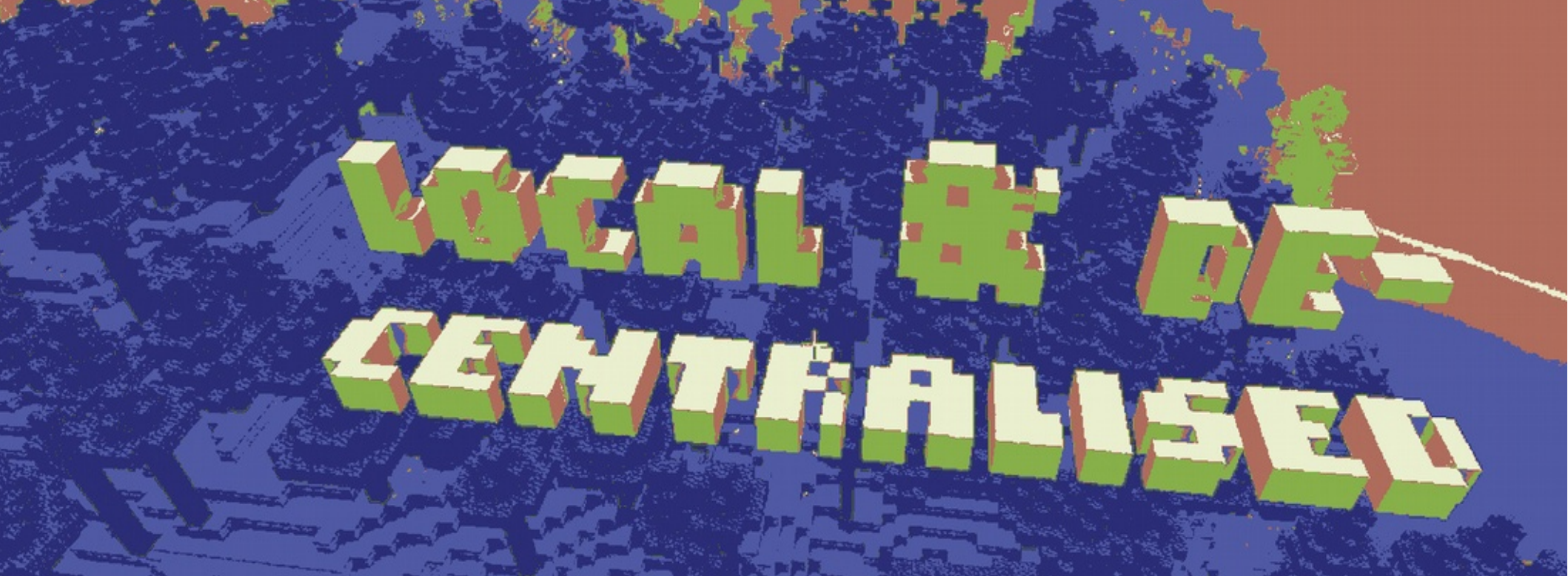
- **Co-directed by** Pixelache members **Agnieszka Pokrywka & John Fail**
- <http://livingspaces.pixelache.ac/>



## Pixelache Festival 2016: 'Interfaces for Empathy' (22-25.9.)

“Could empathy be a key to reconnect us with our ecosystem and ourselves? Pixelache Festival 2016 - 'Interfaces for Empathy' explores the promise of this possible societal shift through macro-level direct experiences the perspective of interconnectedness of all life... This year Pixelache Festival's main venue is the former Lapinlahti hospital area, with Lapinlahden Lähde as a partner organisation. Other festival venues are Kiasma Museum of Contemporary Art, MUU Gallery & Helsinki City Winter Garden.”

- **Co-directed by** Pixelache members **Mari Keski-Korsu & Petri Ruikka**  
The programming has been supported by Pixelache members and an advisory group consisting of artists **Laura Beloff** and **Egle Oddo** and researchers/cognitive scientists **Katri Saarikivi** and **Valtteri Wikström**.
- <http://empathy.pixelache.ac>



## **Pixelache Festival 2017: 'Local & Decentralised' (22-24.9.)**

“Pixelache festival 2017 now gathers stories of Local & Decentralised governance. Tapping into the shift from centralised capital-based economies to decentralised peer-based resource distribution, we offer the festival as a meeting point for local initiatives to share their experiences”

- **Co-directed by** Pixelache members **Elge Oddo**

The festival is hosted again at Suvilahti cultural complex, in partnership with youth empowerment association Oranssi [oranssi.net] and the festival infrastructure will be built within the context of Recycling Olympic Games activity pre-festival.

- **<http://festival.pixelache.ac>**

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## **Activities beyond annual festival**

- **Invited** experimental art-science, alt.econ.cult and technology productions
- **Outreach & educational programme** 2010-2014 (Pixelversity: diversification, regional+)
- **Collaborative member production** projects & residencies and other activities
- **Promoting Open knowledge practices** in the cultural scene  
(eg. F.L.O.S.S. of the Year, 'Open → Sourcing Festivals' Project 2013-2015)

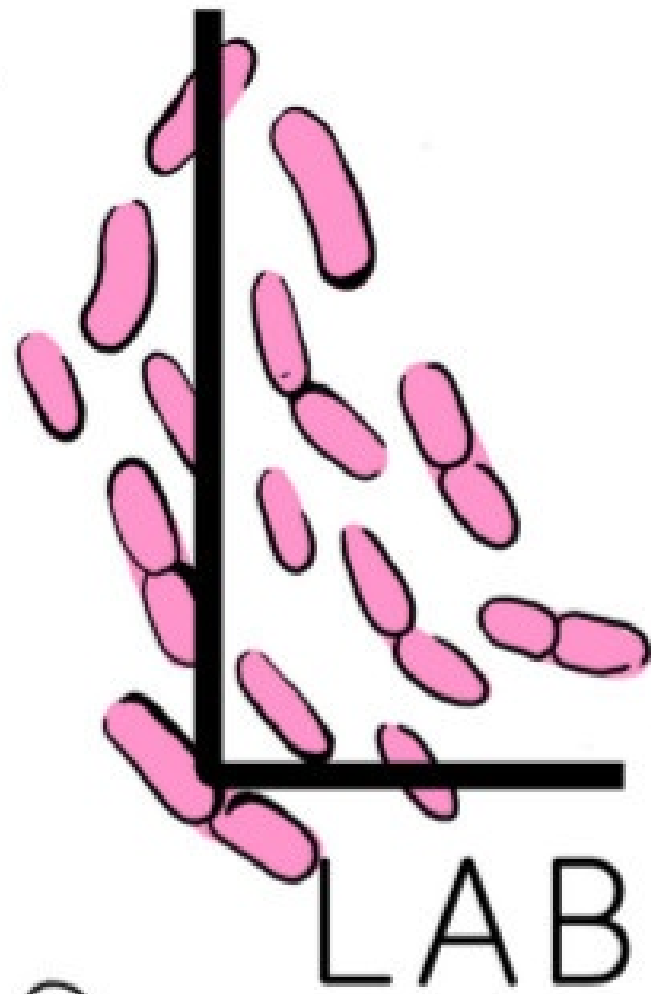
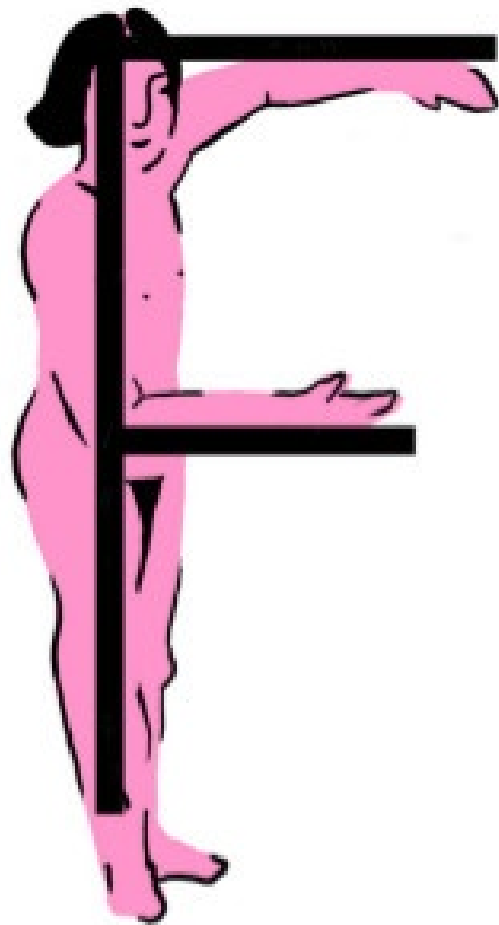
# PIXELACHE

[www.pixelache.ac](http://www.pixelache.ac) | [members@pixelache.ac](mailto:members@pixelache.ac)

## Organised by non-profit cultural association *Piknik Frequency ry* (2017)

- **Currently 34 members (17.11.2017):** Antti Ahonen, Anastasia Artemeva, Nathalie Aubret, Samir Bhowmik, Alan Bulfin, Ilpo Heikkinen, Ville Hyvönen, Jon Irigoyen, Owen Kelly, Mari Keski-Korsu, Päivi Raivio, Oliver Kochta-Kalleinen, Mikko Laajola, Albert Laine, Mikko Lipiäinen, Wojtek Mejor, Sara Milazzo, Steve Maher, Mia Mäkelä, Saša Nemec, Egle Oddo, Andrew Gryf Paterson, Jana Pejoska, Ulla Taipale, Agnieszka Pokrywka, Petri Ruikka, Juan Duarte Regino, Mariana Salgado, Aura Seikkula, Irina Špičaka, Tuomo Tammenpää, Ernest Truely, Arlene Tucker, Jenni Valorinta.
- **More than ½ members born outside FI** (Very *multi-kulti* re other Finnish media art assocs.)
- **Currently ‘decentralized production collective’** replacing centralised office model of 1x full-time coordinator & 1x part-time (2003-2016), with internal micro-tasking ‘currency’ model
- **Direction/coordinators:** Juha Huuskonen 2003-2011; No single artistic-director since 2012. Nathalie Aubret 2012-2014; Petri Ruikka 2015-2016; **Rotating festival co-directors (curators):** Agnieszka Pokrywka & John W. Fail (2015), Mari Keski-Korsu & Petri Ruikka (2016), Egle Oddo (2017); **Festival producers:** Ossi Luoto 2003-2005; Nathalie Aubret 2006-2011; Kati Hurme 2012; Ulla Jaakkola 2013; Petri Ruikka 2014-2016.
- **Board chairperson:** Petri Lievonen 2003-2005; Ville Hyvönen 2006-2014; Mari Keski-Korsu 2015; Mikko Laajola 2016-2017; Andrew Gryf Paterson 2017-
- **Financial administrator:** Jan Liesaho 2017-
- **‘Open Sourcing Festivals’ project coordinator:** Nathalie Aubret 2012-2014
- **‘Pixelversity’ education coordinator & facilitator:** Andrew Gryf Paterson 2011-2014
- **Official Photographer & image archive:** Antti Ahonen 2002-

FERMENT



LAB



## Ferment Lab

Ferment Lab is a participatory space for food & social fermentation,

- Ongoing Pixelache project since 2014
- Taken various forms, involving **practical workshops** on ferments, **research into food preparation** and **experiments & composting**, as well as explorations of social interpretations of concept.

Ferment Lab has been hosted so far by:

- **Station Messschiff Eleonore - StadtWerkstatt** (Linz, 2015)
- **Treasure Hill Artists Village** (Taipei, 2015), **TW Bioart** (Taipei, 2015)
- **Pixelache Helsinki Festival 2015 & 2016**  
(in collaboration with Helsinki City Library's Herttoniemitälo and Temporary.fi)
- **Planet B (Food Hacking) exhibition at NRW-Forum** (Düsseldorf, 2016)
- **Le Shadok** (Strasbourg, 2017).

## Aims

- To do in various locations to **collect parallel stories of food and social transformation, transplant gained recipes into other contexts, experiment with raising expertise** in social fermentation.
- To present its findings from different locations in a comparative manner in the form of a cookbook of/for social fermentation.

Currently, Pixelache members involved in Ferment Lab are:

Agnieszka Pokrywka, Andrew Paterson & Nathalie Aubret (Contact: [firstname@pixelache.ac](mailto:firstname@pixelache.ac))







SOUR DOUGH

SOUR BEETS

SAUERKRAUT







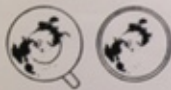
Two vertical panels of text, likely informational or descriptive, mounted below the circular object.



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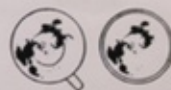


Two vertical panels of text, likely informational or descriptive, mounted below the circular object.



你試圖模仿這些已經陳舊的事物。  
如果你繼續陷入，  
過去某種重要但並不正向的事，  
將會影響你的未來。

ANGEL YEH



You're trying to mimic  
something that is already  
old. If you continue with  
this, a crucial but not very  
positive event from your  
past will keep impacting  
your future.

ANGEL YEH





Bread / Salt /  
lemon juice

Soy milk /  
red onion

Acids soil

3 chickpeas

Chili  
green / orange







## **Ferment Lab Strasbourg (original plan)**

- **Ferment Lab Strasbourg was proposed to Le Shadok in May 2016**  
as a contribution for their international artist-residency project and exhibition during 2017.
- **Based upon early research by Andrew Gryf Paterson in Strasbourg, February-April 2015,**  
inspired in dialogue to the Ferment Lab concept developed by Agnieszka Pokrywka in 2014.

Initial Proposal of phases:

### **1. Reconnaissance & Rendezvous**

with local actors, potential partners  
(Research: Culture Starters)

### **2. Reinterpretations & temporary interventions**

in local intangible/tangible cultural heritage  
(Fermentation: Experiments)

### **3. Exhibition in the last period, e.g. October 2017 - January 2018**

(Participatory productions, artefacts & documentations: Degustation)

## Ferment Lab Strasbourg

### Questions

- What is at stake in the act of fermenting and making our own bio-active, live foods?
- Can experimentation around fermentation and food hacking empower us, and is so, in what ways?
- Can reinterpretations of heritage around food practices and fermenting contribute to future thinking and actions?
- What can fermentation and its cycles teach us about life in general and about ourselves?
- Is there a relationship between food culture and local culture in general? What does it say about us?
- What could recipes for practical and social fermentation look like in the context of Strasbourg?
- Can we rethink systems of food security and food production and reflect it in practice?
- Can food and its processes become a platform for a dialogue and collaboration between people of different disciplines, social status and cultural belonging?

## **Ferment Lab Strasbourg: Timeline**

### **Workshops & participatory events**

- **24.2. - 6.3.** Agnieszka Pokrywka, Nathalie Aubret & Andrew Paterson: How to make ferments and how to make Ferment Lab workshops.







# WORD SHOP

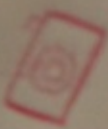
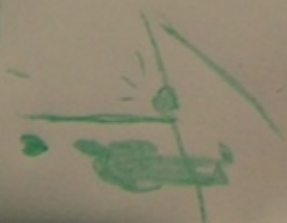
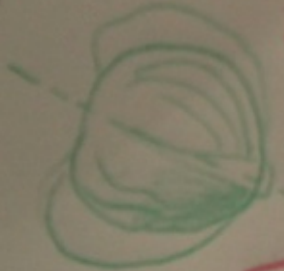
- histoire interpretation
- heritage fermentation
- Pasteurisation
- aliment qui s'enrichit
- Support fermentation
- Schule
- Strasbaug laBo de demain



AGNESHKA



ANDREW

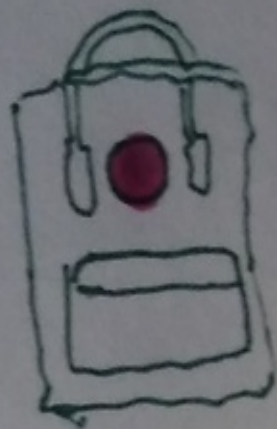








BAG FULL OF STONES



MR. Nutria - Ragondin



each carry their stone or stones  
to feel grounded as nomads  
or maybe to prick down  
cabbage into a jar









GEEGMULLER

SHADOX

SHADOX

FABRIQUE DU NUMERIQUE

Strasbourg

101

SHADOX

SHADOX

SHADOX

SHADOX

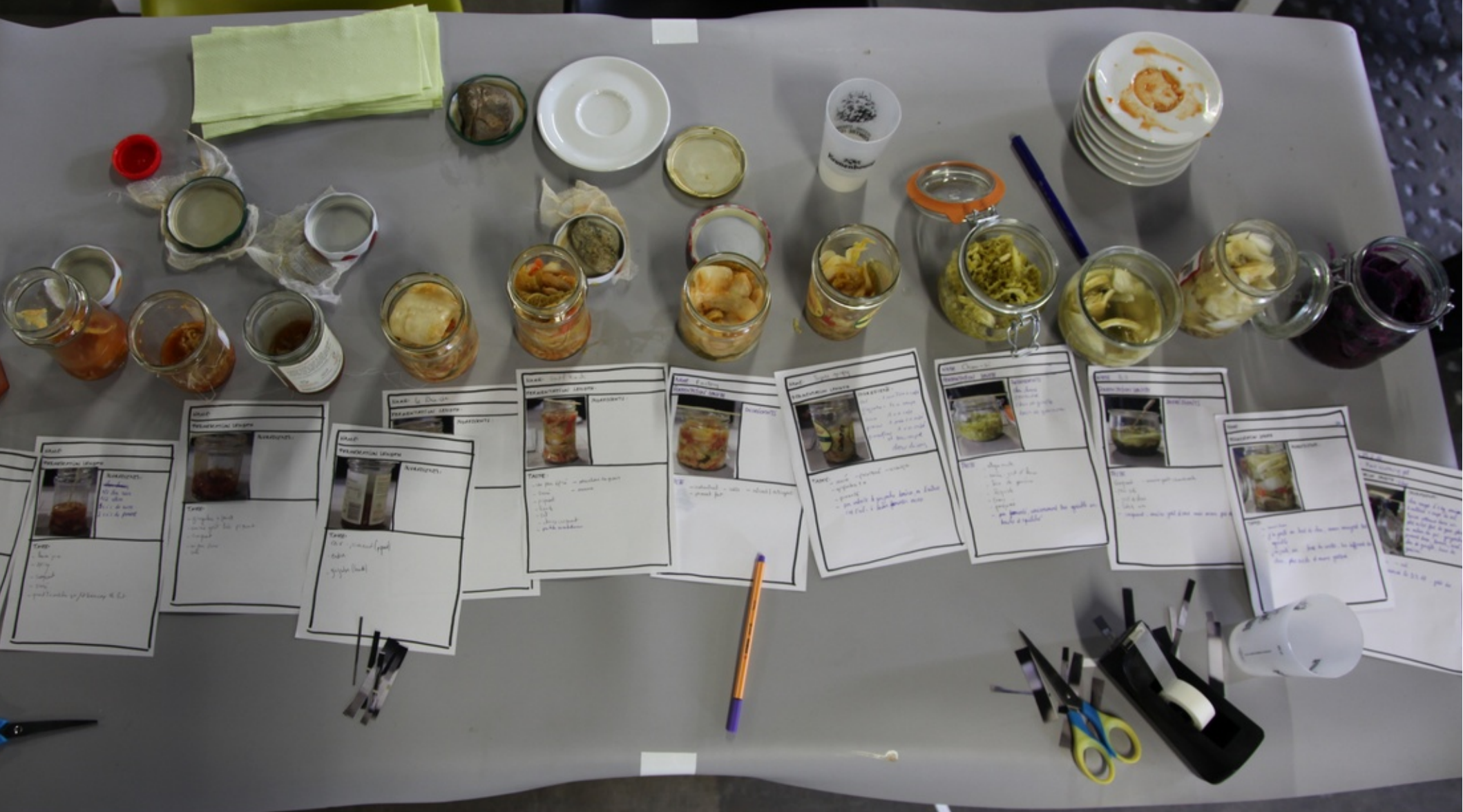
SHADOX











**Choucroute**  
Préparation: 10 min  
Cuisson: 1 h 30  
Temps: 1 h 40  
- choucroute  
- saucisse  
- choucroute sautée  
- choucroute sautée

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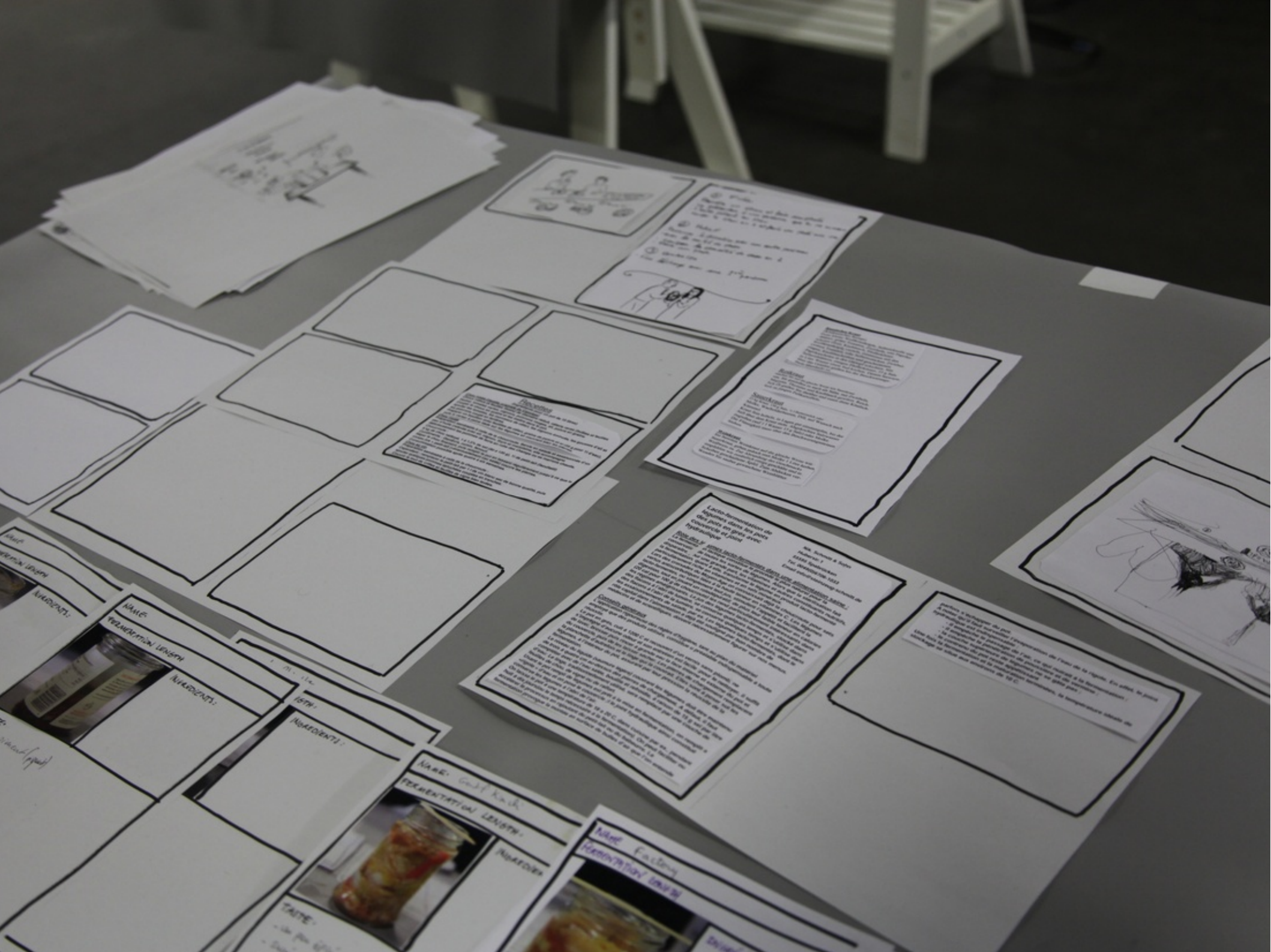
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# FERMENT LAB ZING #1

FERMENT LAB GENERAL (IMMEDIATE)

1ST WORKSHOP DESCRIPTION

ICE BREAKER - CABBAGE INTERACTIONS

CHOUKRAUT

EXPEDITION TO GET STORIES

CLEANING UP

KIMCHI

REMOTE LINK TO TAIPEI  
LOCAL - GLOBAL

ARCHIVE & DOCUMENTING

PARLINE & RAPHA

EXPERIMENT TO REMOOF

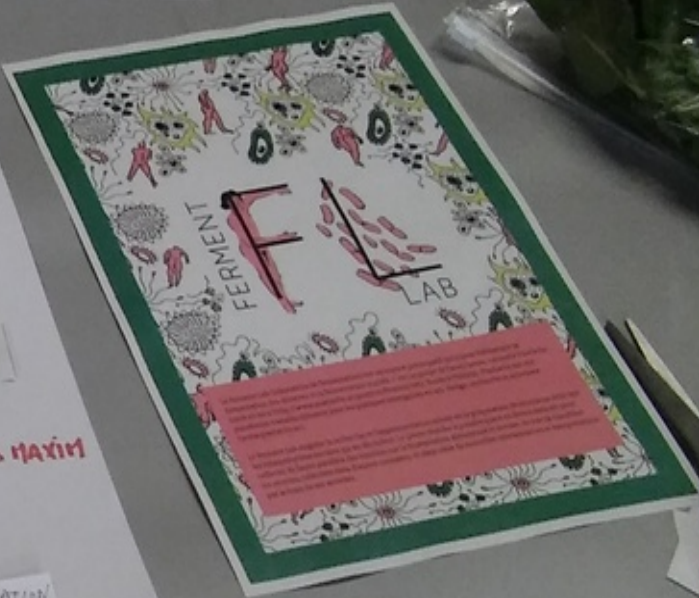
DEGUSTATION

LACTO-FERMENTATION  
OF LEGUMES RESEPTA

BOOKS & LINKS  
BIBLIOGRAPHY

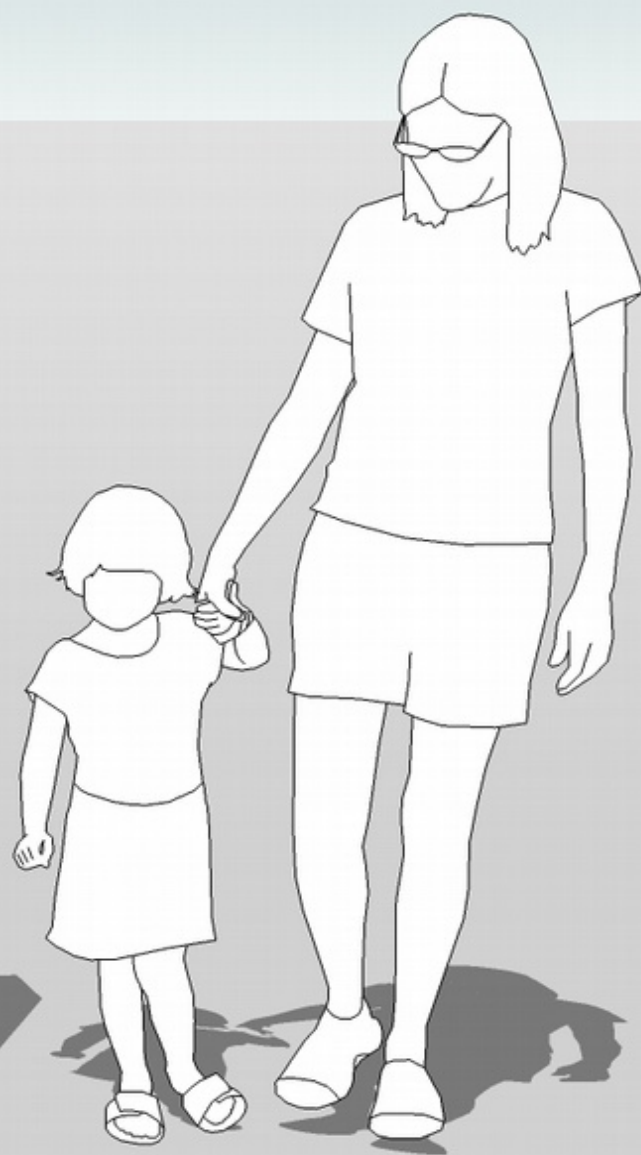
PROBLEMS &  
ADHOC SOLUTIONS

PARTICIPATORY ARTS  
METHODS



Handwritten notes on a piece of paper, including phrases like 'putting it in the fridge', 'it's for (made of)', and 'the reason for the...'





















## **Ferment Lab Strasbourg: Timeline**

### **Workshops & participatory events**

- **24.2. - 6.3.** Agnieszka Pokrywka, Nathalie Aubret & Andrew Paterson: How to make ferments and how to make Ferment Lab workshops.
- **10.4. - 11.4.** Herve Munsch: workshop on fermentation and visual identity.















microbiote

mei ga!

microbiote  
mei ga!



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- **10.4. - 11.4.** Herve Munsch: workshop on fermentation and visual identity.
- **21.4. - 24.4.** Agnieszka Pokrywka & Andrew Gryf Paterson: Krütt Trepple Dance Party (2nd Anniversary of Shadok).





ICI

FabCafe

what do you fab?

Le Café du Shadok

DU  
SHADOK  
EST





Strasbourg.eurométropole

**FabCafe**  
what do you fab?

Le Café du Sharing

**HORAIRES:**  
Mercredi au Samedi  
11h à 22h  
-  
Dimanche  
10h à 18h

[www.fabcafe.com](http://www.fabcafe.com)  
[info.esb@fabcafe.com](mailto:info.esb@fabcafe.com)



fabriquer, partager...

IC

**FabCafe**  
what do you fab?

Le Café du Sharing









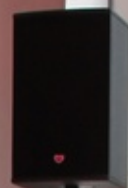


fabriquer, partager...



ICI

FabCo  
t de



SHADOK

CAFE

SHALON

EST

ALBERT

RESTAURANT DIVER

POWER





**FabCafé**  
what do you fa

Le Café du Shado

ARTIST TALK  
FABRIC

er, parta



















CURCUMA

CAROTTES

EPICES  
A CHOISIR

LE FERMENT LAB SE  
DONNE POUR BUT DE  
RÉINTERPRÉTER CE  
RICHE HÉRITAGE ET DE  
METTRE AU GOÛT DU  
JOUR DES TRADITIONS  
QUI TENDENT À  
DISPARAÎTRE



QU'EST CE QUE CET  
ESPACE ?

8

9

TOUS LES VISITEURS  
SONT INVITÉS À  
TOUCHER ET À SENTIR  
LES JARRES ET BOCAUX  
DÉSIGNÉS DANS  
L'ESPACE DU FERMENT  
LAB



COMMENT PUIS-JE  
PARTICIPER ?

11

12

FERMENT LAB • STRASBOURG

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PÉRIODES DE PRÉSENCE  
DES ARTISTES DU  
FERMENT LAB AU  
SIGNON

14

15

LE FERMENT LAB SE  
DONNE POUR BUT DE  
RÉINTERPRÉTER CE  
RICHE HÉRITAGE ET DE  
METTRE AU GOÛT DU  
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QUI TENDENT À  
DISPARAÎTRE



QU'EST CE QUE CET  
ESPACE ?

31 UPLOADS

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- ☐ Fermentation 30
- ☐ Pixelache 30
- ☐ Shadok 30
- ☐ Strasbourg 30
- ☐ Laboratory 25

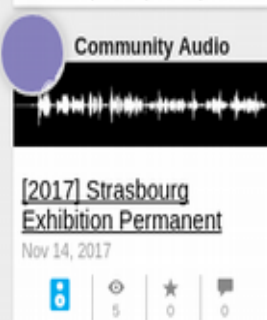
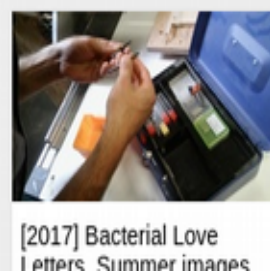
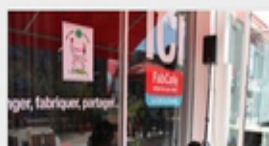
More

## Collection

- ☐ Community Media 17
- ☐ Community Texts 6
- ☐ Community Audio 4
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- ☐ users 1

## Creator

- ☐ agnieszka pokrywka 7
- ☐ andrew gryf paterson 5
- ☐ nathalie aubret, andrew 5



herve munsch 3  
agnieszka pokrywka, 1  
andrew gryf paterson

More ▶

Language

English 19  
French 11

Dance Party images  
Oct 5, 2017



FAIS LA CHOU-CROUTE

[2017] Choucroute Gratuit info-sheet  
May 17, 2017



[2016-2017] Ferment Lab  
Strasbourg info sheets

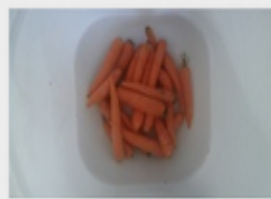


[2017] Ferment Lab  
Strasbourg 2nd Workshop  
Oct 5, 2017



EN QUOI VA CONSISTER  
FERMENT LAB  
STRASBOURG?

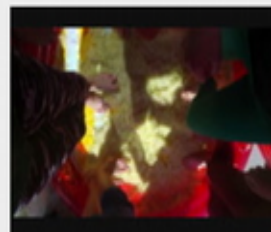
[2017] Qu'est-ce que c'est  
Ferment Lab Strasbourg?  
May 17, 2017



[2017] Ferment Lab  
Strasbourg scenography,  
Apr 25, 2017



[2017] Ferment Lab  
Strasbourg 2nd Workshop  
Oct 5, 2017



[2017] Krütt Trepple  
Dance Party [Hervé in the  
May 17, 2017



[2017] Krütt Trepple  
Dance Party images

[2017] Ferment Lab  
Strasbourg 1st Workshop  
Oct 5, 2017



[2017] Cabinet by Hervé  
Munsch  
May 17, 2017



[2017] Hervé Munsch's  
Atelier Fermentation et  
May 17, 2017



[2017] Ferment Lab  
Strasbourg 1st Workshop  
Oct 5, 2017



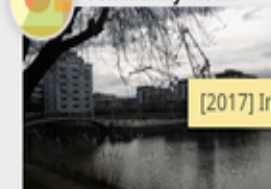
PIXELACHE

From disciplinary platform for emerging art, design, research & activities  
in France (founded in 2012, under a non-profit structure) to a space  
where artists, designers, researchers, and students can meet and  
collaborate in a dynamic and open environment.

[2016] Pixelache: Ferment  
Lab Strasbourg slides  
May 17, 2017



Community Media



[2017] Inbetween Ferment Lab Strasbourg events

[2017] Inbetween Ferment  
Lab Strasbourg events  
May 17, 2017



fermentlab-  
pixelache

## Ferment Lab Strasbourg: Timeline

### Workshops & participatory events

- **24.2. - 6.3.** Agnieszka Pokrywka, Nathalie Aubret & Andrew Paterson: How to make ferments and how to make Ferment Lab workshops.
- **10.4. - 11.4.** Hérve Munsch: workshop on fermentation and visual identity.
- **21.4. - 24.4.** Agnieszka Pokrywka & Andrew Gryf Paterson: Krütt Trepple Dance Party (2nd Anniversary of Shadok).

### Personal Experiments (not illustrated in these slides)

- 28.6. - 6.7. Andrew Paterson: Personal process on Bacterial Love Letters.
- 9.7. - 17.7. Agnieszka Pokrywka: Personal process on different methods of bacteria sensing.
- 29.9. - 13.10. Agnieszka Pokrywka & Andrew Gryf Paterson: finalization of residency processes

### Exhibition

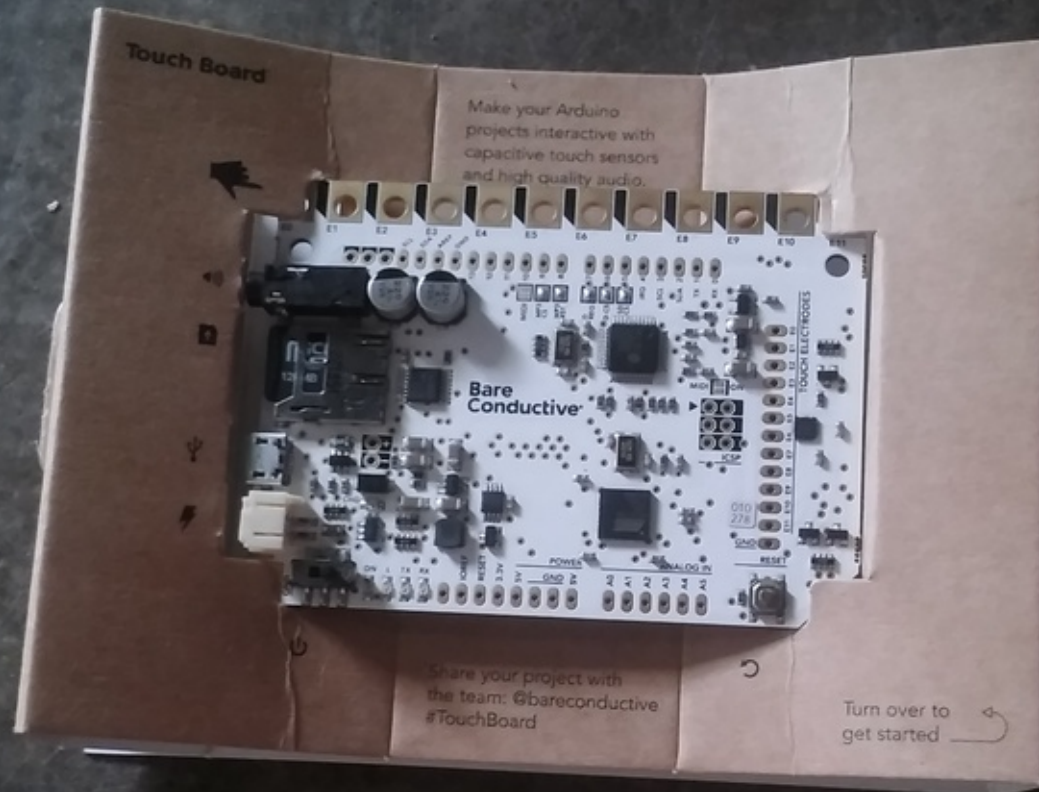
- **10.10. / 11.10.** Opening of 'Strasbourg: Le laboratoire a demain' exhibition (Strasbourg: Laboratory of the future). Exhibit for 3 months **until 21.1.2018.**



PI:ELACHE SHADOX











## Ferment Lab Strasbourg

### Social Fermentation

"Fermentation cultures are cultivated no less than plants and animals are cultivated, and for that matter no less than the socially transmitted behaviour patterns, arts, beliefs, institutions, and all other products of human work.

After all words such as subculture, agriculture or microculture are derived from the same core.

Bacteria and humans and therefore bacterial and social fermentation (understood as a social transformation) are activated when the particular conditions are fulfilled involving an interplay between agitation, quiet observation and the qualities of the surrounding.

Little by little those unremarkable conditions bring a change to dependent on the specific environment.

That can mean longevity and taste of food or more active attitude of the social group. Both fermentations can keep going continuously and be propagated by repetition and variation if treated with care and intentionality.

Each case generates a purer, more wholesome, and more vital condition of things. There are no strict recipes."

- Agnieszka Pokrywka

# PI:ELACHE

[www.pixelache.ac/projects/ferment-lab](http://www.pixelache.ac/projects/ferment-lab)

## **Ferment Lab Strasbourg**

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Archive: **<http://archive.org/details/@fermentlab-pixelache>**

Facebook group: **<http://facebook.com/groups/ferment-lab-strasbourg>**